

MARCH 1995 SHIPMENT SUMMARY VOLUME & SHARE

Revised as of 4/12/95

| | ← VOLUME → | | | | ← VOLUME % CHANGE → | | | |
|-----------|-------------|------------|------------|-------------|---------------------|------------|------------|-------------|
| | <u>MAR.</u> | <u>3MM</u> | <u>YTD</u> | <u>12MM</u> | <u>MAR.</u> | <u>3MM</u> | <u>YTD</u> | <u>12MM</u> |
| Industry | 41,330 | 109,942 | 109,942 | 484,336 | 0.6% | -4.6% | -4.6% | 3.0% |
| PM | 19,085 | 50,530 | 50,530 | 220,237 | 10.5% | 1.7% | 1.7% | 10.0% |
| RJR | 10,360 | 28,230 | 28,230 | 126,070 | -8.9% | -13.7% | -13.7% | -8.6% |
| B&W | 7,719 | 20,325 | 20,325 | 90,611 | -4.1% | -5.2% | -5.2% | 5.2% |
| Lorillard | 3,210 | 8,608 | 8,608 | 36,531 | -0.2% | -0.7% | -0.7% | 6.0% |
| Liggett | 948 | 2,226 | 2,226 | 10,789 | -18.8% | -19.3% | -19.3% | -5.0% |

| | ← SHARE → | | | | ← SHARE CHANGE → | | | |
|-----------|-------------|------------|------------|-------------|------------------|------------|------------|-------------|
| | <u>MAR.</u> | <u>3MM</u> | <u>YTD</u> | <u>12MM</u> | <u>MAR.</u> | <u>3MM</u> | <u>YTD</u> | <u>12MM</u> |
| PM | 46.18 | 45.96 | 45.96 | 45.47 | 4.14 | 2.86 | 2.86 | 2.89 |
| RJR | 25.07 | 25.68 | 25.68 | 26.03 | -2.61 | -2.71 | -2.71 | -3.31 |
| B&W | 18.68 | 18.49 | 18.49 | 18.71 | -0.91 | -0.10 | -0.10 | 0.39 |
| Lorillard | 7.77 | 7.83 | 7.83 | 7.54 | -0.07 | 0.31 | 0.31 | 0.21 |
| Liggett | 2.29 | 2.03 | 2.03 | 2.23 | -0.55 | -0.37 | -0.37 | -0.19 |

* Based on MSA Total US Database